DOCUMENT RESUME

ED 091 015 JC 740 144

TITLE	KOCE-TV Needs-Assessment Surveys: Audience Analysis Telephone Survey.
INSTITUTION	Coast Community Coll. District, Costa Mesa, Calif.
SPONS AGENCY	Corporation for Public Broadcasting, Washington, D.C.
PUB DATE	Jan 74
NOTE	64p.
EDRS PRICE	MF-$0.75 HC-$3.15 PLUS POSTAGE
DESCRIPTORS	Community Colleges; *Community Surveys; Data Collection; *Educational Needs; *Institutional Research; Post Secondary Education; Statistical Data; *Televised Instruction; *Television Research
IDENTIFIERS	California; *Orange County

ABSTRACT

This report describes the proceedings and results of one portion of a research project to determine the educational and public service needs of the service area of KOCE, a public UHF television station owned and operated by the Coast Community College District. The research in this portion consisted of a telephone canvass of the Orange County, California population. The canvass was conducted in the fall of 1973. Results of the survey are provided, including the finding that the overall estimate of KOCE's share of Orange County's viewing audience is 24.4%. Interest in television courses was related to fine arts, literature and languages, and consumer and health services. (DB)

ED 091015

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

Coast Community College district

1370 ADAMS AVENUE • COSTA MESA • CALIFORNIA 92626

KOCE-TV

NEEDS-ASSESSMENT SURVEYS

JC 740 144

AUDIENCE ANALYSIS TELEPHONE SURVEY

OFFICE OF INSTITUTIONAL RESEARCH

JANUARY, 1974

● ORANGE COAST COLLEGE
COSTA MESA

● GOLDEN WEST COLLEGE
HUNTINGTON BEACH

KOCE-TV

NEEDS-ASSESSMENT SURVEYS

AUDIENCE ANALYSIS TELEPHONE SURVEY

Office of Institutional Research

January, 1974

PREFACE

This report describes the proceedings and results of one portion of a research project funded by the Corporation for Public Broadcasting to determine the educational and public service needs of the service area of KOCE, a public UHF television station owned and operated by the Coast Community College District. The portion discussed in these pages consisted of a telephone canvass of the Orange County, California, population conducted in the fall of 1973.

The summary, found on pages ii and iii, provides the essence of the findings of the telephone survey. References in it to table numbers and pages should lead the reader to additional data if desired.

We want to thank Douglas A. Fuchs, our consultant, for his guidance in setting up the telephone procedures and his help in analyzing the data.

For additional information about the project, write to the Office of Institutional Research, Coast Community College District, 1370 Adams Avenue, Costa Mesa, California, 92626.

Project Staff

Teri L. Hoffman

Jean F. Rise

Carol E. Teraz

Richard W. Brightman,
Project Director

Summary of Findings

A random sample of 2,873 telephone subscribers in Orange County, California, was contacted in the fall of 1973 to ascertain the nature of the county's television viewing habits with respect to public television and needs for televised college courses. Comparing the sample group with available data from the 1970 census for Orange County found it to be fairly representative in terms of location of residence, occupation of head of household, education of head of household, and number of children in the household (Tables I through IV). The following summarizes information obtained by conducting telephone interviews with the respondent group.

1. Orange County residents confuse the term "public television" with UHF television, believing in a frequent number of instances that all UHF stations are publically supported. Less than 40 percent could correctly identify a public T.V. station serving the county (Table V). There are no important differences between the number of men and women who can identify a public television station (Table VI).

2. Over 10 percent of the Orange County population was able to identify KOCE by call letters or by channel assignment after its first year of broadcasting (Table V).

3. Most KOCE viewers are also viewers of KCET. Nearly thirty percent of KCET viewers have also watched KOCE (Table VII).

4. Over seventy percent of those who have watched at least one program over KOCE reported that reception was as good or better than other television stations they received (Table VIII). No important differences in quality of reception is found between KOCE and KCET (Table X).

5. The one best overall estimate of KOCE's share of Orange County's viewing audience is 24.4 percent (Page 18).

6. The proportion of KOCE viewers in Orange County cities shows that viewership is fairly evenly distributed throughout the county with the exception of those areas sheltered from KOCE's antenna by hills (Table XIII).

7. The "typical" KOCE viewer is a professional or proprietorial person having completed more than 12 years of formal education. He has children in his household younger than 18 years of age, and owns more than one television set. Demographic differences, however, between the KOCE viewers and nonviewers cannot be used to clearly differentiate one from the other (Tables XIV through XVII).

8. KCET is perceived more as a source of children's programs than is KOCE. Although Sesame Street appears as the most frequently cited program viewed for both stations, children's programs are identified more frequently by KCET viewers as being watched than is true for KOCE (Table XX through XXIII).

9. Almost 31 percent of all respondents said that they knew about television courses and that they found out about them from newspapers more than any other source of information (Table XXVII).

10. More KOCE viewers than nonviewers are interested in taking television courses. Moreover, the confirmed television enthusiast is more likely to be interested in television courses than is someone less attracted to the medium. Those interested in taking television courses are more educated, work in sales/clerical occupations and subscribe to cable antenna service to a greater extent than those not interested (Tables XXVIII through XXXVI).

11. Those interested in taking courses over television show greatest interest in social sciences, fine arts, literature and languages, and consumer and health services (Table XXXVII).

12. More women than men are interested in taking college courses over television (Page 38).

TABLE OF CONTENTS

	Page
Preface	i
Summary of Findings	ii
List of Tables	iv
Initial Audience Analysis Telephone Survey	2
Procedures	2
Respondent Group Characteristics	4
Orange County Public Television Viewing	9
Viewing Public Television	9
Perceived Quality of UHF Reception	14
Amount of Television Use	16
The KOCE Audience	18
KOCE Viewers	18
Geographic Distribution	18
KOCE Viewer Profile	21
Programs Recalled by KOCE Viewers	25
Television Courses	31
Awareness of Television Courses	31
Interest in Enrolling in Telecourses	32
Conclusions	41

LIST OF TABLES

Table		Page
I	Distribution of Orange County Population and Survey Respondents	5
II	Occupation of Head of Household: Respondents vs Orange County	6
III	Education of Head of Household: Respondents vs Orange County Population	7
IV	Number of Children in Household Less Than 18 Years of Age: Respondents vs Orange County	7
V	Respondents Identifying A Public Television Station	10
VI	Ability To Identify A Public TV Station: Male vs Female	11
VII	Respondents Viewing KOCE and KCET	12
VIII	KOCE Viewers Perception of Quality of UHF Reception	15
IX	Cable Television Service Subscribers	15
X	PTV Reception Quality In Orange County	16
XI	Hours of Television Set Operation	17
XII	Weekly Viewing of KOCE by Heavy Viewers	17
XIII	City Distribution of Respondents and Viewers	20
XIV	Occupation of the Head of the Household	22
XV	Education of the Head of the Household	22
XVI	Children in the Household	23
XVII	Number of Television Sets in the Household	23
XVIII	Reception Quality: VHF vs UHF	24
XIX	Sources of Orange County News	24
XX	Most Frequently Viewed Programs on KOCE	25
XXI	KOCE Viewing Categories by Frequency of Mention	26
XXII	Most Frequently Viewed Programs on KCET	28
XXIII	KCET Viewing Categories by Frequency of Mention	28
XXIV	Total KOCE Viewing Categories, Questions 2 and 4	29
XXV	Orange County Public Television Viewing Categories	29
XXVI	KCET and KOCE Viewed Programs	30
XXVII	Respondent Knowledge of Telecourses	31
XXVIII	Interest in Television Courses: KOCE Viewers vs Nonviewers	32
XXIX	Interest in Television Courses: Amount of Daily TV Operation	32
XXX	Interest in Television Courses: Source of Orange County News	33
XXXI	Interest in Television Courses: Last Grade Completed by Respondent	34
XXXII	Interest in Television Courses: Occupation of Head of Household	34
XXXIII	Interest in Television Courses: Number of Working Television Sets in the Home	35
XXXIV	Interest in Television Courses: Cable Subscribers	36
XXXV	Interest in Television Courses: Quality of VHF vs UHF Reception	36
XXXVI	Interest in Television Courses: Number of Children in the Home	37
XXXVII	Preferred Subjects Suggested by Potential TV Course-Takers	38
XXXVIII	Education Levels of Female Respondents In Comparison With Education Levels of Orange County Residents	39
XXXIX	Females Able to Identify A Public Television Station by Level of Education	40

KOCE, Channel 50, is a noncommercial educational television station serving Orange County, California. The station began broadcasting in November, 1972, serving Orange County with a type of programming which had not previously been available to local audiences. KOCE has embarked upon a program of extending education by means of broadcasting college courses and by public service broadcasting to the Orange County area.

In July of 1973, the Corporation for Public Broadcasting awarded KOCE a grant to conduct research in audience development and television course evaluation. The audience development portion of the research project includes longitudinal audience analysis telephone surveys of Orange County, a study of communication patterns to determine how Orange County residents learned of KOCE, and a series of needs-assessment or ascertainment panel discussions of population group leaders which were subsequently reviewed by larger groups of lay members of each population segment. The television course evaluation component consists of student course diaries, television viewing log studies, and post-course student surveys.

The longitudinal audience analysis telephone component of the research project consists of two telephone canvasses of Orange County. The first,

conducted in the fall of 1973, provides a profile of the County's public television viewing audience after KOCE had been broadcasting for one year. The second, conducted in the fall of 1974, provided data permitting longitudinal analysis of the degree to which the county's audience grew in numbers. This report presents the findings of the first telephone canvass.

INITIAL AUDIENCE ANALYSIS TELEPHONE SURVEY

The initial audience analysis telephone survey, conducted in the fall of 1973, identified KOCE viewers in Orange County. It also gathered information to be used in comparing KOCE viewers with nonviewers in terms of demographic characteristics and television program preferences.

The information gathered by the telephone canvass focuses on the following areas of interest:

1. Orange County public television viewing
2. The KOCE audience
3. Television courses

Procedures

Because KOCE's signal can be received over nearly all of Orange County, the telephone subscribing population of the entire population was taken as our sampling base. One hundred eighty randomly-selected telephone numbers were generated for each of the 93 telephone exchanges serving the county, giving a total sample of 16,740. We anticipated that the sample would yield 3,000 actual telephone contacts, of which approximately 300, or ten percent, would be KOCE viewers, that is, those who had watched at least one program over KOCE.

To accomplish this, we prepared computer programs which produced 180 random four-digit numbers for each of the telephone exchanges serving the county. The lists were then attached to a Telephone Call Record to be maintained by the interviewer calling numbers in that exchange (See Appendix A).

Following this, we separated the telephone records into three groups; one for morning calls, one for afternoon calls, and one for calls in the evening. Telephone numbers for each exchange were distributed into these groups in a manner that assured that one-sixth of all numbers would be dialed in the morning, one-third in the afternoon and one-half in the evening.

Telephone interviewers dialed each number on the Telephone Call Record in sequence. Upon establishing contact, the interviewers asked the questions appearing on the Telephone Canvass Form, Appendix B. Because approximately twelve percent of Orange County's population is Spanish surnamed, the questionnaire was translated into local idiomatic Spanish. One bilingual interviewer was on duty during the evening calling sessions. This interviewer called back those Spanish-speaking persons contacted during the day and interviewed Spanish-speaking persons contacted in the evening at the time of the contact. Although 57 Spanish-speaking persons were contacted, we found it necessary to conduct the interview in Spanish on only sixteen occasions.

We conducted the telephone interviews for six weeks starting in the second week of September, 1973. Interviewers worked from 9:00 a.m. until 9:00 p.m. Tuesday through Thursday and 9:00 a.m. through 5:00 p.m. on Monday and Friday. On each of these days, one interviewer worked in

the mornings, and two in the afternoons. Six interviewers worked on Tuesday through Thursday evenings.

Altogether, the interviewers dialed each of the sampled telephone numbers at least twice, with the exception of numbers within exchanges which the telephone company had assigned exclusively to a particular business firm or government agency. From these calls, we made a total of 2,873 contacts, of which 645 or 22.4 percent could be classified as KOCE viewers by virtue of the respondent having watched at least one program broadcast by the station.

Respondent Group Characteristics

Table I shows the geogrphic distribution of that 89 percent of the Orange County population who live in incorporated areas and for whom we could best estimate places of residence which correspond with telephone exchange areas. The table also shows the number of respondents who were contacted in each area. The data indicate that the respondent group was somewhat overrepresentative in the areas of Anaheim, Laguna Beach, Placentia and Santa Ana. It was underrepresentative in Buena Park, Fullerton, Huntington Beach and San Clemente.

Table II shows the comparative distributions of the Orange County population and the respondent group in terms of types of occupation. As compared with the county as a whole, the respondent group is somewhat overrepresented in professional occupations and in "other" occupations, which includes the military, farmers, and students for the respondents but not for the county population. The respondent group is underrepresented in the skilled and unskilled occupations.

City/Area	January, 1973 Population* No.	%	Respondents No.	%
Anaheim	221,960	15.5	541	18.8
Brea	21,762	1.5	45	1.6
Buena Park	63,130	4.4	109	3.8
Fullerton	134,545	9.4	163	5.7
Garden Grove	125,431	8.7	202	7.0
Huntington Beach	222,629	15.5	329	11.5
Laguna Beach	15,075	1.0	60	2.1
Newport Beach	117,431	8.2	249	8.7
Orange	107,794	7.5	203	7.1
Placentia	27,803	1.9	117	4.1
Santa Ana	235,218	16.4	585	20.4
San Clemente	26,625	1.8	36	1.2
Westminster	116,182	8.1	230	8.0
Total, Incorporated Areas	1,435,585	100.0	2,869	100.0
No City Assigned			4	
Total Sample			2,873	

*Estimated from 1970 U.S. Census data

TABLE I

Distribution of Orange County Population and Survey Respondents

	Orange County*		Respondents	
	No.	%	No.	%
Occupation				
Professional	107,543	24.3	922	32.1
Managerial	58,687	13.3	307	10.7
Sales/clerical	53,567	12.1	292	10.2
Skilled workers	158,325	35.8	707	24.6
Unskilled workers	62,070	14.1	119	4.1
Other	1,561	0.4	526	18.3
Total In-Labor Force	441,753	100.0	2,873	100.0

*1970 Census

TABLE II

Occupation of Head of Household:
Respondents vs Orange County

Table III compares the number of years of education completed by persons in Orange County who are over 25 years of age with that completed by the heads of households of the respondent group and with the actual telephone respondent himself. Judging from these data, the respondent group is somewhat overrepresentative of those persons who have completed more than twelve years of education.

The data in Table IV suggest that the respondent group is somewhat weighted in favor or those households with children under eighteen years of age. Whereas about half of the Orange County households included children under eighteen years of age, nearly sixty percent of the households represented by the respondent group did.

Tables I through IV have been presented in an effort to illustrate the degree to which the respondent group, drawn randomly from all Orange

	Orange County		Actual Respondents		Heads of Households	
	No.	%	No.	%	No.	%
Years of Education Completed*						
0 - 8 years	96,283	13.1	117	4.1	110	3.8
9 - 12 years	377,144	51.3	1,232	42.9	911	31.7
More than 12 years	261,858	35.6	1,383	48.1	1,709	59.5
No answer	-	-	141	4.9	143	5.0
Total	735,285	100.0	2,873	100.0	2,873	100.0

*Data on Orange County persons 25 years of age and older, 1970 U.S. Census

TABLE III

Education of Head of Household
Respondents vs Orange County Population

	Orange County*		Respondents	
	No.	%	No.	%
Households with children under 18 years of age	220,740	50.6	1,712	59.6
Households with no children under 18 years of age	215,380	49.4	1,161	40.4
Total Households	436,120	100.0	2,873	100.0

*1970 U.S. Census

TABLE IV

Number of Children In Household
Less Than Eighteen Years of Age:
Respondents vs Orange County

County households with telephones, represented the Orange County population in terms of four characteristics of interest to a public, educational television station: geographic distribution, occupation of household heads, education of household heads, and number of households with school-age children. To the extent that 1970 U.S. census data could be compared with information available for the respondent group, the representativeness of the group is fair.

In making the comparisons shown in Table I through III, however, a number of compromises were necessary. In Table I, for example, we could use only those data for Orange County residents who lived in incorporated areas. This excluded some 179,000 persons, over ten percent of the county's population. In order to estimate the population figures for each of the city areas with which we could associate telephone exchanges, we had to distribute the population of several cities to those areas shown in Table I. The population of Costa Mesa, for example, was distributed one-half to Newport Beach; one-half to Santa Ana. Similarly, the population of Fountain Valley was allocated to the exchange area identified by the telephone company as Huntington Beach.

Other compromises were necessary in compiling the data shown in Tables II and III. When asking our respondents what the occupation of the head of the household was, we did not ascertain whether or not the head was currently employed. As a consequence, the data in Table II show, for the county, only those persons actually in the work force. The respondent group data reports occupations whether or not the head was employed. In Table III, U.S. census data describe the educational level of those persons twenty-five years of age or older. Inasmuch as we did

not determine the ages of either the telephone respondent or the heads of households for the respondent group, we cannot make a perfect comparison here, either. The data shown in Table IV, however, are clear cut and the comparison is valid.

All in all, we are safe in concluding from the data appearing in Tables I through IV that our respondent group is somewhat overrepresentative with respect to some Orange County cities, with respect to professional occupations and those who have completed more formal education, and with respect to families with children under eighteen years of age. The group is underrepresentative with respect to persons in skilled and unskilled occupations, those who have completed fewer years of schooling, and with respect to households with no children under eighteen years. Data gathered from this group, then, should be considered in the light of these nonrepresentative characteristics.

ORANGE COUNTY PUBLIC TELEVISION VIEWING

Viewing Public Television

Table V shows the response to the question, "Can you tell me the name of the public TV station serving your area?" By beginning with a cold unaided identification, we hoped to derive a conservative and therefore reliable estimate of Public Television (PTV) awareness.

Almost half of the respondents believed they could identify a public television station: 49.5 percent. But of these, 271 or 19.1 percent incorrectly named a station other than KCET or KOCE, the only PTV stations serving the area. Most of these named commercial UHF stations, though some cited VHF stations. These 271 represent 9.4 percent of all those

contacted, indicating that confusion between the terms "public television" and "UHF station" is fairly widespread. After eliminating these incorrect responses, almost 40 percent of the respondents identified KCET or KOCE without any assistance. The 295 persons who, unassisted, were able to name KOCE alone or in combination with KCET represent 10.3 percent of the total sample.

	YES				TOTAL			
					Yes		No	
	No.	%	No.	%	No.	%	No.	%
All Answering "Yes"								
Named KOCE Only	128	9.0						
Named KCET Only	838	58.9						
Named both KOCE and KCET	167	11.8						
Corr. Named a PTV station	1,133	79.7	1,133	79.7	1,133	39.4		
Incorrect "Yes" Answers			271	19.1	271	9.5		
Could identify no station			17	1.2	17	0.6		
Total "Yes" Answers			1,421	100.0	1,421	49.5	1,421	49.5
All Answering "No"							1,452	50.5
Total Sample							2,873	100.0

TABLE V

Respondents Identifying A
Public Television Station

One interesting aspect of the ability to recognize a public television station is its relationship to the sex of the respondent. Our survey produced 739 male and 1,854 female respondents, with 280 interviews in which no sex was recorded. As seen in Table VI, there is no important difference between the number of men and women who were able to identify a public television station.

	Male		Female		Undetermined	
	No.	%	No.	%	No.	%
Station Identified						
KOCE Only	36	4.9	71	3.8	21	7.1
KOCE and KCET	50	6.8	97	5.2	20	7.5
KCET Only	224	30.3	546	29.5	68	24.3
Incorrect Identification	78	10.6	160	8.6	33	11.8
Answered "Yes," but could identify no station	4	0.5	11	0.6	2	0.7
Unable to Identify Any	347	46.9	969	52.3	136	48.6
Total	739	100.0	1,854	100.0	280	100.0

TABLE VI

Ability To Identify A Public TV Station:
Male vs Female

Table VII presents comparative data on viewing of the Los Angeles public TV stations, KCET and KOCE. Question 2 of the Telephone Canvass Form inquires after the respondent's own viewing behavior with respect to KOCE. Question 5 elicited information on KCET viewing and was structured to include the viewing behavior of an indeterminate number of multiple "others" in the respondent's household: "Have you or members of your family ever watched a program on KCET, Channel 28, the Los Angeles public station?" Table VII therefore, reflects a comparison based on two questions which were phrased differently.

	KOCE Viewers		KOCE Nonviewers		
	No.	%	No.	%	Total
Have watched KCET	530	80.7	1,275	57.5	1,805 KCET Viewers
Have not watched KCET	127	19.3	940	42.4	1,067 KCET Nonviewers
No answer	-	-	1	0.1	1 No answer
Total	657	100.0	2,216	100.0	2,873

TABLE VII

Respondents Viewing KOCE and KCET

As a first point of comparison, nearly three times as many respondents had seen KCET (1,805) as had seen KOCE (657). The difference is not surprising. Indeed, this figure may be a conservative one, when the respective ages of the two stations are considered. Because the "ever" is some ten years in length, the question probably missed some number of respondents who had simply forgotten watching an earlier KCET program.

The number of KCET viewers may well be conservative for a reason other than presumed forgetfulness on the part of the respondent. The telephone interviewers found that the phrase "watch programs regularly" in Question 6 ("Do you or your family watch programs *regularly* on KCET, Channel 28?") tended to inhibit the response of an indeterminate portion of those who responded "yes" on Question 5. One thousand eight hundred five respondents reported that they had watched at least one program over KCET, yet the restriction of "regular viewing" confined program identification, to be discussed in detail later, to 965 (53.5%) of those respondents.

Therefore, while we can make a strict comparison of viewing habits between the 965 KCET "regular viewers" and 73 identified KOCE "regular

viewers," nevertheless all other comparisons are based on the more general assumption that we are tapping the same basic information, i.e., programs viewed within the fairly recent past and of sufficient impact on the respondent to cause him to remember and name them.

From the data reflected in Table VII, then, we conclude that:

1. The majority (81 percent) of KOCE viewers are also viewers of KCET.
2. Nearly 30 percent (530 out of 1,805) of the KCET viewers have also watched KOCE.

Beyond the factor of relative age difference between the two stations, another point of comparison can be investigated. One might assume from the information shown in Table VII that the differences in viewing percentages with regard to KOCE and KCET are exacerbated by the well-known popularity of the Public Broadcasting System children's shows. Indeed, data to be presented later indicate that children's program viewing is more common to KCET than to KOCE. A comparison of station viewing which included the information gathered from Question 4 ("Has anyone *else* in your household watched a program on KOCE, Channel 50?") would go far in equalizing the audience characteristics of both stations, with the factor of children's programming being discounted.

Two hundred seven respondents answered Question 4 affirmatively. Of these, 43 reported that although they personally had never watched a program over KOCE, someone else in their household had. We were not able to determine whether or not these 43 "others" had also watched programs over KCET, however. As a result, we cannot compare viewing percentages between the two stations on the basis of this additional information. We

did, however, obtain specific program information from all 207 affirmative responses to Question 4 which responses include those of the 43 additional viewing households. Including this information with that gathered from Question 2 enabled us to determine the children's programming share of KOCE's total audience as compared with KCET. This will be discussed later.

Perceived Quality of UHF Reception

One obvious factor in influencing audience development is ease of access to the programming. Because UHF signals are inherently more difficult to receive well than are VHF signals, all public stations have a common problem. Inasmuch as their transmitters are located separately and are of different output capacity, one might expect that home reception quality might differ for KOCE and KCET. Because of this expectation, and because it has been demonstrated that the likelihood of viewing PTV is, in part, a function of perceived quality of reception, we asked our respondents the following as part of Question 2: "How is the reception (of KOCE) compared to other stations you watch the most?" As shown in Table VIII, over 70 percent of the KOCE viewers consider the station's reception to be at least on a par with the rest of the stations they receive. Since the question did not stipulate specifically what the basis of comparison should be, the implication was (purposely) that they were to contrast KOCE reception to that of the commercial VHF stations in Los Angeles.

	KOCE Viewers		All Respondents	
	No.	%	No.	%
Have Watched KOCE	657	100.0	657	22.8
Reception not as good	184	28.0		
Reception as good	412	62.7		
Reception better	61	9.3		
Have Not Watched KOCE			2,216	77.2
Total			2,873	100.0

TABLE VIII

KOCE Viewers Perception
of Quality of UHF Reception

We also asked the respondents if they subscribed to cable television. As shown in Table IX, only five percent indicated that they did. Of these 192 homes, 16 percent were KOCE viewers and 84 percent were nonviewers. Among KOCE viewers, five percent had cable in their homes, while among nonviewers, seven percent did. On the basis of this information, we conclude that household cable service plays no significant part in perceived quality of television reception.

	KOCE Viewers		KOCE Nonviewers		Total	
	No.	%	No.	%	No.	%
Subscribers	30	15.6	162	84.4	192	100.0
Nonsubscribers	617	23.5	2,008	76.5	2,625	100.0
No answer	10	17.9	46	82.1	56	100.0
Total	657		2,216		2,873	

TABLE IX

Cable Television
Service Subscribers

Because Table X shows no difference in assessment of picture quality between viewers of the two available public stations, we might conclude that picture quality is unrelated to PTV viewing behavior. This conclusion overlooks that segment of the population which cannot receive UHF stations at all. One possible oversight in the questionnaire was the omission of a question designed to elicit this information, e.g., "Do you receive UHF stations at all?" Some of the respondents volunteered that they were unable to get UHF and some of the telephone interviewers indicated this on either the Telephone Call Record or the Telephone Canvass Form. There is no way, however, in which this information can be systematically tabulated. We do know that industry estimates peg the UHF reception capacity at about 80% of existing VHF reception.

	KOCE Viewers		KCET Viewers	
	No.	%	No.	%
Not as good	184	28.0	510	28.3
As good	412	62.7	1,079	59.7
Better	61	9.3	216	12.0
Total	657	100.0	1,805	100.0

TABLE X

PTV Reception Quality In
Orange County

Amount of Television Use

Both to validate the effectiveness of the sampling and the research instrument, and to obtain an assessment of television viewing in Orange County, we asked our respondents Question 9: "Now on another subject, about how many hours would you say your television set is playing during the average day?" Table XI shows the results. There are no

	KOCE Viewers		KOCE Nonviewers		Total	
	No.	%	No.	%	No.	%
1 - 2 hours	83	12.6	324	14.6	407	14.2
3 - 6 hours	367	55.9	1,265	57.1	1,632	56.8
7 - 9 hours	103	15.7	276	12.5	379	13.2
10 - 12 hours	65	9.9	191	8.6	256	8.9
13 or more hours	31	4.7	107	4.8	138	4.8
No answer	8	1.2	53	2.4	61	2.1
Total	657	100.0	2,216	100.0	2,873	100.0

TABLE XI

Hours of Television
Set Operation

substantial differences between KOCE viewers and nonviewers in terms of amount of time home television sets were turned on during the average day. Over eighty-five percent of the respondent group had their sets turned on more than two hours per day and twenty-nine percent had them turned on more than six.

	Numbers of Persons	%
One hour	15	20.8
Two hours	18	25.0
Three hours	14	19.4
Four hours	4	5.6
Five hours or more	21	29.2
Total	72	100.0

TABLE XII

Weekly Viewing of KOCE
by Heavy Viewers

Respondents who identified three or more KOCE viewed programs by name and who, consequently, might be considered as "heavy viewers," were asked Question 2a: "How many hours per week do you watch KOCE?" Table XII

shows the responses. About 45 percent of such persons watch KOCE one or two hours per week. A surprising number reported that they watched KOCE broadcasts five or more hours per week: 29.2%

THE KOCE AUDIENCE

KOCE Viewers

The second question on the Telephone Canvass Form asked, "Have you ever watched a program on KOCE, Channel 50, the Orange County public station?" This question limits its consideration to the respondent's own behavior. However, we asked a parallel question concerning the KOCE viewing of other persons in the household, Question 4. The viewing respondents cited 207 such supplementary instances. Thus, 20 percent of the viewing homes had known viewers other than the respondent. In addition, the data reveal 43 households out of the 207 in which the respondent had never watched a program on KOCE, but where some other person of the residence had. Therefore, the best overall estimate of KOCE's share of Orange County's viewing audience is thus: 657 + 43 = 700 households, or 24.4 percent.

Geographic Distribution

The geographic distribution of KOCE viewers is shown on the map in Figure I and in Table XIII. Table XIII shows the KOCE viewers of each city as a percentage of the total respondents contacted in that city. As an operational definition, a "KOCE viewer" is a respondent who reported watching at least one program broadcast by the station. Most cities show percentage viewership approximately equal to the county average of 22.9 percent. Laguna Beach and San Clemente, however, which lie in the

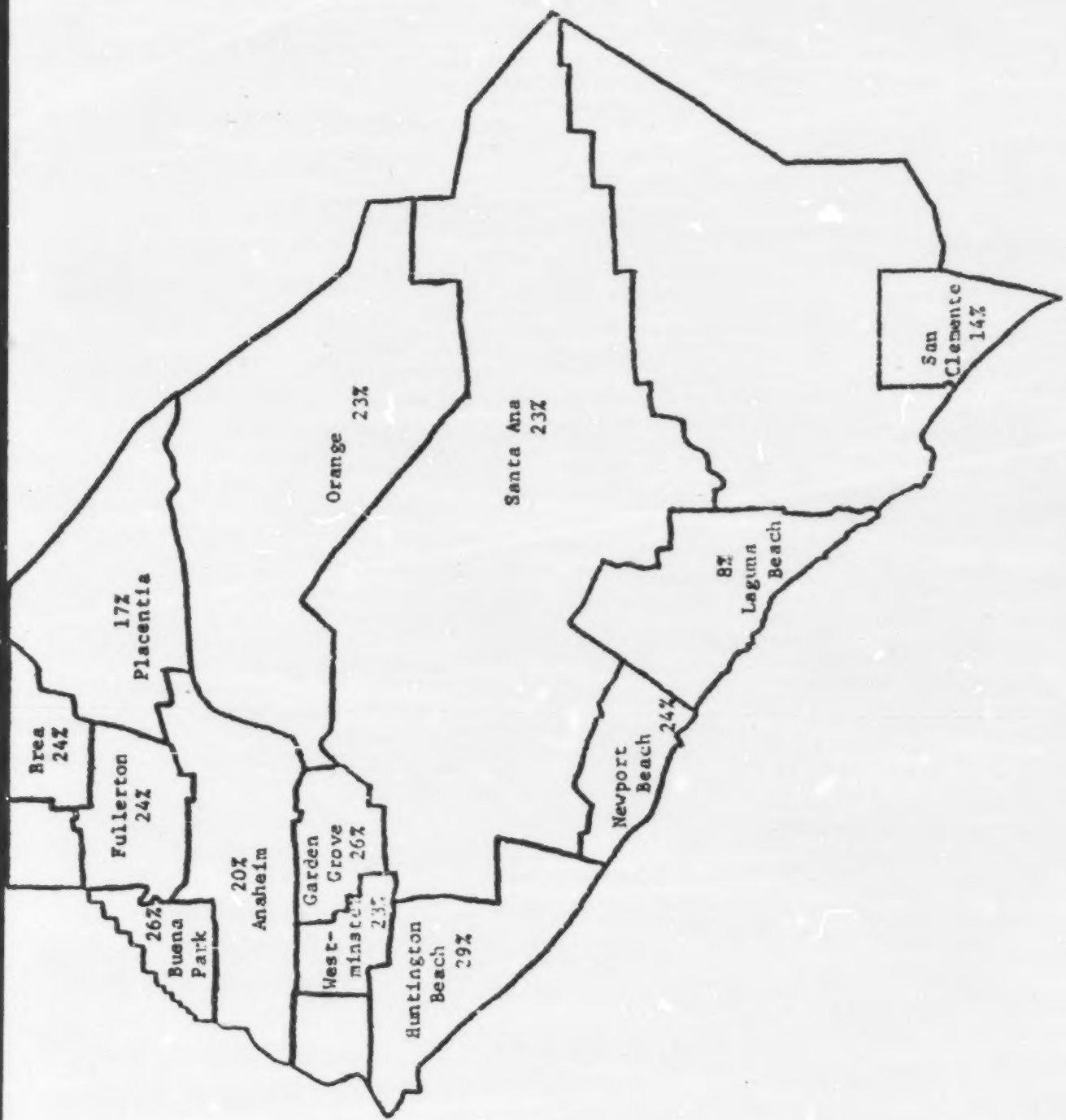

FIGURE I

KOCE Viewer Concentration Areas

southern part of the county and are largely sheltered from KOCE's broadcast antenna by coastal hills, have lower proportions of viewers. The same is true for Placentia, located in the hilly eastern part of the county. Huntington Beach, the location of KOCE's studios, has a somewhat higher rate of viewership than other cities. With these exceptions, KOCE viewership is fairly evenly distributed throughout the county.

City/Area*	Total Respondents No.	Viewers No.	Viewers %
Anaheim	541	109	20.1
Brea	45	11	24.4
Buena Park	109	29	26.6
Fullerton	163	39	23.9
Garden Grove	202	52	25.7
Huntington Beach	329	95	28.8
Laguna Beach	60	5	8.3
Newport Beach	249	59	23.7
Orange	203	47	23.2
Placentia	117	21	17.9
Santa Ana	585	134	22.9
San Clemente	36	5	13.9
Westminster	230	51	22.2
No city assigned	4	-	-
Total	2,873	657	22.9

*Some Orange County cities are not listed here, since the telephone company treats them as part of another city; e.g., Costa Mesa, which lies partly within the Santa Ana dialing zone and partly in that of Newport Beach

TABLE XIII

City Distribution of Respondents and Viewers

KOCE Viewer Profile

As is customary in audience evaluations, a set of demographic descriptions has been compiled for respondents who have been classified as KOCE viewers, that is, those who reported watching at least one program broadcast by the station. Tables XIV through XIX provide a profile of the KOCE audience in the fall of 1973, after the station had been broadcasting for one year. These data describe KOCE viewers as typically of professional or proprietorial occupations (Table XIV), having completed more than 12 years of formal education (Table XV), having children in the household who are younger than 18 years of age (Table XVI), having more than one television set (Table XVII), and typically find that their VHF television reception is better than their UHF reception (Table XVIII). They get most of their Orange County news from the newspapers (Table XIX) and do not subscribe to cable television services (Table IX).

In general, the profile for KOCE viewers does not differ markedly from that of KOCE nonviewers. KOCE viewers as a group seem somewhat more frequently to be professional workers, to have completed a few more years of formal schooling, to have fewer children less than seven years of age in the household, to have more television sets and to perceive their VHF and UHF television reception to be more nearly equal in quality than do their nonviewer counterparts. A slightly smaller proportion of KOCE viewers are cable service subscribers than is true for KOCE nonviewers. These differences cannot be used to clearly differentiate KOCE viewers from nonviewers, however. The follow-up telephone canvass to be conducted in the fall of 1974 may, if these slight differences persist or increase in magnatude, provide data that can be more adequately used for this purpose.

	KOCE Viewers		KOCE Nonviewers	
	No.	%	No.	%
Occupation				
Professional	260	39.6	662	29.9
Proprietorship/ Managerial	57	8.7	250	11.3
Sales/Clerical	64	9.7	228	10.3
Skilled Labor	143	21.8	564	25.4
Unskilled Labor	25	3.8	94	4.2
Others	108	16.4	418	18.9
Total	657	100.0	2,216	100.0

TABLE XIV

Occupation of the Head of the household[1]

[1]Undifferentiated as to sex

	KOCE Viewers		KOCE Nonviewers	
	No.	%	No.	%
Grade Level				
1 - 8 years	22	3.3	88	4.0
9 - 12 years	171	26.0	740	33.4
13 - 14 years	161	24.5	490	22.1
15 - 16 years	146	22.2	473	21.3
17 or more years	120	18.3	319	14.4
Refused to answer	37	5.6	106	4.8
Total	657	100.0	2,216	100.0

TABLE XV

Education of the Head of the Household

	KOCE Viewer household		KOCE Nonviewer Household		Total	
	No.	%	No.	%	No.	%
No children under 25 years	187	19.5	771	80.5	958	100.0
Children 18 - 25 years	56	26.7	154	73.3	210	100.0
Children 18 - 25 years and under 17 years	87	25.4	256	74.6	343	100.0
Children under 18 years	287	22.0	1,015	78.0	1,302	100.0
Total	617		2,196		2,813	
Data Unavailable	40		20		60	
Total Sample	657		2,216		2,873	

TABLE XVI

Children in the Households

	KOCE Viewers		KOCE Nonviewers	
	No.	%	No.	%
One set	251	38.2	1,000	45.1
Two sets	262	39.9	870	39.2
Three sets	101	15.4	222	10.0
Four sets	22	3.3	49	2.2
Five or more sets	8	1.2	35	1.6
No answer	13	2.0	40	1.8
Total	657	100.0	2,216	100.0

TABLE XVII

Number of Television Sets in the Household

	KOCE Viewers		KOCE Nonviewers	
	No.	%	No.	%
Reception				
VHF best	423	64.4	1,640	74.0
UHF best	29	4.4	82	3.7
Equal	192	29.2	440	19.8
Don't know	13	2.0	54	2.4
Total	657	100.0	2,216	100.0

TABLE XVIII

Reception Quality:
VHF vs UHF

	KOCE Viewers		KOCE Nonviewers	
	No.	%	No.	%
Source				
Newspaper	451	68.6	1,445	65.2
Radio	36	5.5	175	7.9
Television	137	20.8	468	21.1
Conversation	18	2.7	59	2.7
No answer	15	2.3	69	3.1
Total	657	100.0	2,216	100.0

TABLE XIX

Source of Orange County News

Programs Recalled by KOCE Viewers

From the 657 KOCE viewers, we obtained 345 mentions of 110 programs. These programs were identified by title, e.g., Masterpiece Theatre, and Mister Rogers. The balance is divided between those programs identified by program topic, e.g., "economics," and those named in more general terms, such as "plays" and "children's shows."

We designated as "regular viewers of KOCE" those respondents who identified three or more programs watched on the station. Of our base number of 657, 73 or 11.1 percent are thus categorized. Because these respondents were responsible for mentioning over half (54 percent) of the viewing instances, the remainder was accounted for by an additional 144 persons. In other words, 440 of the 657 viewers did not furnish us with program information in their response to Question 2.

Program	No. of Mentions	%
Sesame Street	48	26.9
Orange County Focus	23	12.9
Psychology*	20	11.2
Panel discussions	11	6.2
Watergate	9	5.0
Consumer Contest*	9	5.0
Art	9	5.0
Masterpiece Theatre	9	5.0
Electric Company	9	5.0
Mister Rogers	8	4.5
Ballet	7	3.9
Boston Pops	6	3.4
Law course*	5	2.8
History	5	2.8
Total	178	100.0

*Telecourses

TABLE XX

Most Frequently Viewed
Programs on KOCE

Tables XX and XXI show the 15 most frequently viewed programs on KOCE* and the ranking of viewing categories by frequency of mention. Of the 15 most frequently mentioned programs, three are telecourses, which indicate that KOCE is beginning to establish its function of college course broadcasting. The appearance of Orange County Focus as the second most often mentioned program seems to indicate--again--that KOCE is gaining audience awareness in another major area of commitment: that of airing Orange County-based activities and issues. These observations are strengthened by the appearance of "Educational/How To" in Table XXI as the most often viewed program category.

Category	No of Mentions	%
Educational/How To	87	25.2
Public Relations/Documentaries (including Orange County)	82	23.8
Children's programs	79	22.9
Musical programs	47	13.6
Drama presentations	25	7.2
Miscellaneous	12	3.5
Nature/Travel programs	7	2.0
Sports	6	1.7
Total	345	100.0

TABLE XXI

KOCE Viewing Categories
by Frequency of Mention

*A complete listing of programs by number of viewing instances and consistant parts of the KOCE viewing audience is found in Appendix C.

The KCET list of most frequently viewed programs and the ranking of viewing categories by frequency of mention are shown in Tables XXII and XXIII. Compared with Tables XX and XXI, showing KOCE viewing frequencies, one difference is immediately obvious. While Sesame Street was the most often viewed program on both stations, it constituted over 40 percent of the total viewing instances on KCET and little more than a quarter (26.9 percent) of those for KOCE. While the latter statistic reflects the qualification of only the respondent's behavior in the structure of Question 2, the addition of 44 Sesame Street mentions obtained in the response to Question number 4 ("Has anyone else in your household watched a program on KOCE, Channel 50?") raises the number of Sesame Street mentions to 92, or 30.4 percent of all KOCE programs mentioned as being watched either by the respondent or by a member of his family. This inclusion would tend to equalize the KOCE viewing audience with that of KCET, and make more reliable the statement that children's programs are viewed more on KCET than KOCE.

When we compare the order of viewing categories for both stations, we see from Tables XXI and XXIII that, while children's programming received top ranking (57 percent) on KCET, it is superseded on KOCE (22.9 percent) by the categories of education (25.2 percent) and public relations/documentaries (23.8 percent). If one includes the "other viewer" responses to Question number 4, as shown in Table XXIV, the category of children's programming for KOCE nearly doubles--from 79 to 145--and becomes 30.8 percent of all viewing instances on the station. Seen in this light, children's programs would then rank first by viewing frequency for KOCE but remain a smaller percentage of programs mentioned than is true for KCET.

Program	No. of Mentions	%
Sesame Street	521	41.6
Mister Rogers	174	13.9
Electric Company	102	8.2
Masterpiece Theatre	72	5.8
Watergate	66	5.3
Hodge Podge Lodge	55	4.4
Boston Pops	51	4.1
Specials	44	3.5
Plays	29	2.3
Henry VIII	27	2.2
Musical programs	25	2.0
American Family	23	1.8
Drama	23	1.8
Movies	20	1.6
Concerts	19	1.5
Total	1,251	100.0

TABLE XXII

Most Frequently Viewed
Programs on KCET

Category	No. of Mentions	%
Children's programs	892	57.0
Public Relations/Documentaries	179	11.4
Drama presentations	173	11.1
Musical programs	129	8.2
Educational/How to	86	5.5
Miscellaneous	80	5.1
Nature/Travel	14	0.9
Sports	12	0.8
Total	1,565	100.0

TABLE XXIII

KCET Viewing Categories
by Frequency of Mention

Category	Question Two	Question Four	Total No.	Total %
Children's programs	79	66	145	30.9
Public Relations/Documentaries (including Orange County)	82	21	103	21.9
Educational/How To	87	12	99	21.1
Musical programs	47	10	57	12.1
Drama	25	8	33	7.0
Miscellaneous	12	6	18	3.8
Nature/Travel	7	2	9	1.9
Sports	6	0	6	1.3
Total	345	125	470	100.0

TABLE XXIV

Total KOCE Viewing Categories,
Questions 2 and 4

Table XXV summarizes the comparison of program categories for both stations. On this basis, the first two categories, children's programs and public relations/documentaries, rank the same on both stations. Educational programs command the 3rd most frequently viewed category with KOCE viewers, while they are 5th with KCET viewers.

Category	Viewed on KCET %	Viewed on KOCE %
Children's programs	57.0	30.9
Public Relations/Documentaries	11.4	21.9
Educational/How to	5.5	21.1
Musical programs	8.2	12.1
Drama presentations	11.1	7.0
Miscellaneous	5.1	3.8
Nature/Travel	0.9	1.9
Sports	0.8	1.3
Total	100.0	100.0

TABLE XXV

Orange County Public Television
Viewing Categories

Table XXVI summarizes, by name, the programs viewed on both KOCE and KCET. The column for KOCE includes programs mentioned in response to both Questions 2 and 4 of the Telephone Canvass Form. The fifteen most frequently mentioned programs are shown in rank order by total number of mentions. Sesame Street heads the list as the most frequently mentioned program and is the leading program in terms of popularity for both KOCE and KCET. In general, the program priority rankings for the two stations do not differ substantially even though rankings of program categories do.

	Total Mentions		KCET Mentions		KOCE Mentions	
	No.	%	No.	%	No.	%
Program						
Sesame Street	613	42.3	521	42.3	92	42.2
Mister Rogers	189	13.0	174	14.1	15	6.9
Electric Company	118	8.1	102	8.3	16	7.3
Masterpiece Theatre	82	5.7	72	5.8	10	4.6
Watergate	75	5.2	66	5.4	9	4.1
Boston Pops	59	4.1	51	4.1	8	3.7
Hodge Podge Lodge	55	3.8	55	4.5	-	-
Musical programs	49	3.4	25	2.0	24	11.0
Specials	47	3.2	44	3.6	3	1.4
Plays	35	2.4	29	2.4	6	2.8
Henry VIII	30	2.1	27	2.2	3	1.4
Orange County Focus*	28	1.9	-	-	28	12.8
Drama	25	1.7	23	1.9	2	0.9
American Family	23	1.6	23	1.9	-	-
Concerts	21	1.5	19	1.5	2	0.9
Total	1,449	100.0	1,231	100.0	218	100.0

*Not offered on KCET

TABLE XXVI

KCET and KOCE
Viewed Programs

TELEVISION COURSES

Awareness of KOCE Telecourses

Inasmuch as the broadcasting of televised college courses for credit is KOCE's major responsibility, the extent of awareness that such courses are available is important. As seen in Table XXVII, about 31 percent of all respondents said they knew about television course offerings. When asked how they found out about such courses, a large proportion cited newspapers as their source of information. As might be expected, a larger percentage of KOCE viewers than nonviewers are aware of credit courses. Of the 657 KOCE viewers, 332 or 50%, had heard of the televised courses; while of the 2,207 nonviewers only 537 or 24% said they knew about such courses.

	No.	%	No.	%
Know About Television Courses?				
Yes: from what source?			881	30.6
Newspaper	233	26.4		
Television	153	17.4		
A friend	148	16.8		
Brochure on campus	117	13.3		
Other/miscellaneous	116	13.2		
Mailed brochure	100	11.4		
Radio	14	1.6		
	881	100.0		
No			1,992	69.4
Total			2,873	100.0

TABLE XXVII

Respondent Knowledge of Telecourses

Interest in Enrolling in Telecourses

Half of the total respondents answered "yes" to Question 8, "Do you think you would ever like to enroll in a course over television?" Pursuing an interest in identifying characteristics of potential television course takers, we compared potential takers with potential nontakers. Tables XXVIII through XXXV show the results.

	Interested		Not Interested		No Answer		Total	
	No.	%	No.	%	No.	%	No.	%
KOCE Viewer	375	57.1	276	42.0	6	0.9	657	100.0
KOCE Nonviewer	1,051	47.4	1,152	52.0	13	0.6	2,216	100.0
Total	1,426		1,428		19		2,873	

TABLE XXVIII

Interest in Television Courses:
KOCE Viewers vs Nonviewers

	Interested		Not Interested		No Answer		Total	
	No.	%	No.	%	No.	%	No.	%
Hours of TV Set Operation								
1 - 2 hours	186	45.7	219	53.8	2	0.5	407	100.0
3 - 6 hours	813	49.8	814	49.9	5	0.3	1,632	100.0
7 - 9 hours	192	50.6	186	49.1	1	0.3	379	100.0
10 - 12 hours	139	54.3	116	45.3	1	0.4	256	100.0
13 or more	77	55.8	61	44.2	-	-	138	100.0
No answer	19	31.1	32	52.5	10	16.4	61	100.0
Total	1,426		1,428		19		2,873	

TABLE XXIX

Interest in Television Courses:
Amount of Daily TV Operation

Judging from Table XXVIII, more KOCE viewers than KOCE nonviewers are interested in taking television courses. Table XXIX shows that interest in taking television courses increases with the number of hours that television is operating in the home. Thus, the confirmed television enthusiast is more likely to be interested in television courses than is someone less attracted to television as a communications medium.

	Interested		Not Interested		No Answer		Total	
	No.	%	No.	%	No.	%	No.	%
Source								
Newspaper	952	50.2	939	49.5	5	0.3	1,896	100.0
Radio	101	47.9	110	52.1	-	-	211	100.0
Television	314	51.9	287	47.4	4	0.7	605	100.0
Conversation	32	41.6	45	58.4	-	-	77	100.0
No answer	27	32.1	47	56.0	10	11.9	84	100.0
Total	1,426		1,428		19		2,873	

TABLE XXX

Interest in Television Courses:
Source of Orange County News

According to Table XXX, those who get their Orange County news from conversation are typically less interested in taking television courses than are those who get their news over television or from the newspapers. The data in Table XXXI suggest that the more education a person has the more likely he is to be interested in courses over television. Only 35% of those with 8th grade education or less are interested in television courses as compared with 51.8% of those with two to four years of college.

	Interested		Not Interested		No Answer		Total	
	No.	%	No.	%	No.	%	No.	%
Grade Completed								
1 - 8	41	35.0	74	63.2	2	1.8	117	100.0
9 - 12	586	47.6	644	52.3	2	0.1	1,232	100.0
13 - 14	417	58.3	297	41.5	1	0.2	715	100.0
15 - 16	220	51.8	203	47.8	2	0.4	425	100.0
17 or more	116	47.7	125	51.5	2	0.8	243	100.0
No answer	46	32.6	85	60.3	10	7.1	141	100.0
Total	1,426		1,428		19		2,873	

TABLE XXXI

Interest in Television Courses:
Last Grade Completed by Respondent

Persons in the sales/clerical occupations seem to be more interested in taking television courses than any other single occupational group. As shown in Table XXXII, over 57% of the respondents in those occupations reported being interested in taking television courses.

	Interested		Not Interested		No Answer		Total	
	No.	%	No.	%	No.	%	No.	%
Occupation								
Professional	488	52.9	431	46.7	3	0.4	922	100.0
Proprietorial/ Managerial	165	53.7	141	45.9	1	0.3	307	100.0
Sales/Clerical	167	57.2	125	42.8	-	-	292	100.0
Skilled Labor	359	50.8	347	49.1	1	0.1	707	100.0
Unskilled Labor	57	47.9	61	41.2	1	0.8	119	100.0
Other	190	36.1	323	1.4	13	2.5	526	100.0
Total	1,426		1,428		19		2,873	

TABLE XXXII

Interest in Television Courses:
Occupation of Head of Household

There is only slight evidence that those families with more than one television set are more interested in taking television courses than are those with only one (Table XXXIII). Persons who subscribe to cable television services typically are also more interested in enrolling in television courses but the percentage difference between subscribers and nonsubscribers is not great (Table XXXIV). Those who report that UHF reception is about equal in quality to VHF reception also report slightly more interest in enrolling in television courses than those who feel VHF is best (Table XXXV).

As shown in Table XXXVI, families with all children under the age of 25 seem more interested in taking television courses than not, although the number of young children apparently bears no relationship to that interest.

	Interested		Not Interested		No Answer		Total	
	No.	%	No.	%	No.	%	No.	%
Working Sets								
1	609	48.7	639	51.1	3	0.2	1,251	100.0
2	578	51.1	548	48.4	5	0.4	1,131	100.0
3	162	50.2	160	49.5	1	0.3	323	100.0
4	44	62.0	27	38.0	-	-	71	100.0
5 or more	22	51.2	21	48.8	-	-	43	100.0
No answer	11	20.4	33	61.1	10	18.5	54	100.0
Total	1,426		1,428		19		2,873	

TABLE XXXIII

Interest in Television Courses:
Number of Working Television Sets in the Home

	Interested		Not Interested		No Answer		Total	
	No.	%	No.	%	No.	%	No.	%
Subscribers	111	57.8	79	41.2	2	1.0	192	100.0
Nonsubscribers	1,301	49.6	1,316	50.1	8	0.3	2,625	100.0
No answer	14	25.0	33	58.9	9	16.1	56	100.0
Total	1,426		1,428		19		2,873	

TABLE XXXIV

Interest in Television Courses:
Cable Subscribers

	Interested		Not Interested		No Answer		Total	
	No.	%	No.	%	No.	%	No.	%
Reception								
VHF best	44	39.6	67	0.4	-	-	111	100.0
UHF best	1,012	49.1	1,044	50.6	7	0.3	2,063	100.0
Equal	347	54.9	284	44.9	1	0.2	632	100.0
No answer	23	34.3	33	49.3	11	16.4	67	100.0
Total	1,426		1,428		19		2,873	

TABLE XXXV

Interest in Television Courses:
Quality of VHF vs UHF Reception

	Interested		Not Interested		Interested		Not Interested		No Answer		Totals	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Number of Children Under 18												
1	227	32.4	174	29.2					1	-	402	
2	259	37.0	229	38.4					1	-	489	
3	125	17.8	119	20.0					1	-	245	
4	59	8.4	48	8.0					1	-	108	
5	18	2.6	7	1.2					-	-	25	
6 or more	10	1.4	18	3.0					-	-	28	
Indeterminate	3	0.4	1	0.2					1	-	5	
Total, Children Under 18	701	100.0	596	100.0	701	50.0	596	42.8	5		1,302	
Children both Under 18 and 18 to 25					187	54.5	156	45.5			343	100.0
Children 18 to 25					104	49.5	106	50.5			210	100.0
No Children Under 25					411	42.9	536	55.9	11	1.1	958	100.0
Totals					1,403		1,394		16		2,813	
Data Unavailable											60	
Total											2,873	

TABLE XXXVI

Interest in Television Courses:
Number of Children in the Home

All those who said "Yes," they would like to enroll in a television course, were asked, "What kind of subject would interest you most?" The complete table of their responses will be found in Appendix D. Table XXXVII, showing their preferences by subject category, indicates that interest is highest in the social sciences, fine and applied arts, literature and languages, and consumer and health services.

	Mentions	
	No.	%
Category		
Social Sciences	387	28.4
Fine & Applied Arts	269	19.7
Literature & Languages	194	14.2
Consumer & Health Services	170	12.5
Business	122	8.9
Physical Sciences & Math	115	8.4
Technology	43	3.2
Agriculture & Biological Sciences	34	2.5
Health Sciences & Physical Education	23	1.7
General Education	7	0.5
Total	1,364	100.0

TABLE XXXVII

Preferred Subjects Suggested
by Potential TV Course-Takers

Other phases of the research project have suggested that women might constitute an identifiable audience for telecourses. Therefore, we determined the ratio of men to women who reported that they were interested in taking courses over television. Of the 739 men interviewed by our telephone canvassers, 362 or 48.9% reported that they were interested in enrolling for college courses over television. Nine hundred seventy-eight

out of 1,854 women, or 52.8%, said that they were interested. This proportional difference is not substantial but it does indicate that more women are interested in taking college courses by television than is true for men.

KOCE is interested in women as a target population for television courses. Our data allowed us to make comparisons between the general level of education in Orange County as recorded in the 1970 U.S. Census and the level of education of the survey's female respondents.

	Respondents Female		County Residents	
	No.	%	No.	%
Level of Education				
1 - 4 years	10	0.5	9,924	1.3
5 - 7 years	24	1.3	29,830	4.1
8 years	54	2.9	50,190	6.8
9 - 11 years	186	10.0	120,297	16.4
12 years	699	37.7	256,847	34.9
13 - 15 years	554	29.9	145,360	19.8
16 or more years	270	14.6	116,498	15.8
No answer	57	3.1	6,339	0.9
Total	1,854	100.0	735,285	100.0

TABLE XXXVIII

Education Levels of Female Respondents
In Comparison With
Education Levels of Orange County Residents

Judging from Table XXXVIII, it is apparent that our female respondents have completed more education than the Orange County population as a whole. However, census education figures apply to persons 25 years and older, while we made no such differentiation. Table XXXIX shows that, as with the respondent group taken altogether, the more education that women have, the more likely they are to be able to identify a public television station.

Years of Education	All Who Answered "Yes"		KOCE Only		KCET Only		KOCE & KCET		"Yes" but Incorrect or no I.D.		All Who Answered "No"	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1 - 8 years	35	1.9	4	0.2	8	0.4	4	0.2	19	1.0	53	2.9
9 - 12 years	358	19.3	30	1.6	206	11.1	27	1.5	95	5.1	528	28.6
13 - 14 years	254	13.7	21	1.1	165	8.9	35	1.9	31	1.8	225	12.1
15 - 16 years	141	7.6	8	0.4	106	5.7	18	1.0	9	0.4	98	5.3
17 or more years	65	3.5	4	0.2	44	2.4	9	0.5	8	0.5	40	2.2
No answer	32	1.7	4	0.2	17	0.9	4	0.2	7	0.4	25	1.4

TABLE XXXIX

Females Able to Identify
a Public Television Station
by Level of Education

CONCLUSIONS

After its first year of broadcasting, KOCE shows an Orange County market penetration of 24.4 percent. By all standards, this is an impressive record. Although only about one in ten households could identify KOCE by call letter or channel identification, nearly one out of four had tuned in to a KOCE broadcast at least once during its first year of operation.

A profile of the typical KOCE viewer shows him to be not unlike what has become the stereotype public television viewer. He is a professional or proprietorial person who has completed more than 12 years of formal education. He has children in his household younger than 18 years of age and owns more than one television set. Such demographic differences cannot be used to differentiate between KOCE viewers and nonviewers, nevertheless, these characteristics paint a picture of the KOCE viewer that is what we have come to expect public television watchers to be.

Orange County is currently served by two public television stations: KOCE, based in the county itself, and KCET, located in Los Angeles. Our interviews of Orange County residents yielded an interesting difference in station image when we inquired as to those programs watched over the two stations. KCET is seen more as a source of children's programs than is KOCE, even though children's programming is foremost in viewing frequencies for both stations. It would seem that the broadcasting of television courses over KOCE has had the effect of making children's programming a less important component of KOCE's programming compared to KCET's. Inasmuch as television courses had been offered by KOCE only for six months prior to the telephone survey, one would presume that the

follow-up survey conducted in the fall of 1974 would show KOCE's children's programming relegated to less than primary popularity because of the increased emphasis on television courses during the intervening year.

About one-third of all Orange County residents know about television courses and the most frequently cited source of information about them seems to be newspapers. This is interesting in the light of the fact that relatively few promotional efforts concerning television courses had been expended prior to the fall, 1973 telephone survey. Once again looking to the future, the fall, 1974 survey conducted after considerably more extensive promotional efforts may yield an even greater proportion of Orange County residents who know about the courses.

Judging from our respondents, interest in television courses tends toward those things which pertain to the quality of life: fine arts, literature and languages, and consumer and health services. More esoteric subjects, such as physical sciences and mathematics, as well as truly pragmatic areas, such as business and technical training were not seen as important.

Inasmuch as the telephone survey reported in these pages is the first of two designed to assess the longitudinal market penetration of a new television station, profound conclusions about audience building activities, audience characteristics, and viewing habits should await the conclusion of the second part of the study. The preceeding paragraphs, however, give a strong sense of direction as to how we expect the total picture to look at the conclusion of the second phase of the audience analysis.

APPENDIX

COAST COMMUNITY COLLEGE DISTRICT
Phone Call Record

Completed Calls

X - Interview Complete--Adult Only
1 - Not a Working Number
2 - Nonresidential Number
3 - Refused
4 - No Television in Household
5 - Language Barrier

Call Backs

6 - No Eligible Respondent, this time
7 - Line Busy (Try again in 10-15 min.)
8 - No Answer
9 - Respondent Not Home or Busy

Telephone Number	(M or F)	First Call Date	Time	Code	Second Call Date	Time	Code	Third Call Date	Time	Code

APPENDIX B

Initial ____
Respondent Sex (M-F) ____

COAST COMMUNITY COLLEGE DISTRICT
KOCE-Channel 50 Longitudinal Audience Survey
Telephone Canvass Form
Initial Survey, Fall, 1973-74

Hello, I'm calling from Golden West and Orange Coast Colleges. We're doing a survey of what people watch on educational television. May we ask you a few questions?

If No: Thank you - *Hang up*
If Yes, write telephone number: _____ *then continue with questions.*

1. Can you tell me the name of the public TV stations serving your area? 1 ☐
   1. Yes: *write call letters:* _____ _____ _____
   2. No

2. Have you ever watched a program on KOCE, Channel 50, the Orange County public station? 2 ☐
   Yes: How is the reception compared to other stations you watch most?
   1. Not as good 2. As good 3. Better
   Which programs have you watched this year?
   _____
   _____
   _____
   _____
   4. No

2a. *If three or more programs were named for question #2, ask:* How many hours per week do you watch KOCE? 2a ☐

3. Do you watch any programs on KOCE, Channel 50 regularly? 3 ☐
   1. Yes: *If Yes:* Which?
   _____ _____ _____
   2. No

4. Has anyone else in your household watched programs on KOCE, Channel 50? 4 ☐
   1. Yes: *If Yes:* Which programs have they watched?
   _____
   _____
   _____
   _____
   2. No

5. Have you or members of your family ever watched a program on KCET, Channel 28, the Los Angeles public station? 5 ☐
   Yes: How is the reception compared to other stations?
   1. Not as good 2. As good 3. Better
   4. No

6. Do you or your family watch programs regularly on KCET, Channel 28? 6 ☐
   1. Yes: *If Yes:* Which?

1. Not as good 2. As good 3. Better

Which programs have you watched this year?

_____

_____

_____

_____

4. No

2a. *If three or more programs were named for question #2, ask:* How many hours per week do you watch KOCE? 2a ☐

---

3. Do you watch any programs on KOCE, Channel 50 regularly? 3 ☐

1. Yes: *If Yes:* Which?

_____ _____ _____

2. No

---

4. Has anyone else in your household watched programs on KOCE, Channel 50? 4 ☐

1. Yes: *If Yes:* Which programs have they watched?

_____

_____

_____

_____

2. No

---

5. Have you or members of your family ever watched a program on KCET, Channel 28, the Los Angeles public station? 5 ☐

Yes: How is the reception compared to other stations?

1. Not as good 2. As good 3. Better

4. No

---

6. Do you or your family watch programs regularly on KCET, Channel 28? 6 ☐

1. Yes: *If Yes:* Which?

_____ _____ _____

2. No

---

7. Have you heard that KOCE, Channel 50 offers high school or college courses over television that you can take at home? 7 ☐

Yes: How?

1. Friend
2. Radio
3. Television
4. Newspaper
5. Mail brochure
6. Brochure picked up on campus
7. Other: _____

8. No *(Go on to question #8)*

7a. *(Only if "yes" to question #7)* Have you watched any parts of these courses? 7a ☐

1. Yes: Which ones? _____
   _____
   _____
2. No

8. Do you think you would ever like to enroll in a course over television? 8 ☐

1. Yes: What kind of subject would interest you most?
   _____
   _____
2. No

9. Now on another subject, about how many hours would you say that your television set is playing during the average day? 9 ☐

10. Where would you say you get most of your news these days about Orange County? From newspaper, radio, television, talking to people. 10 ☐

		Which?
1.	Newspaper	_____
2.	Radio	_____
3.	Television	_____
4.	Conversation	_____

11. Now, a couple of questions about your family. What is the occupation of the head of the household? 11 ☐

1. Professional
2. Proprietorial/Managerial
3. Sales/Clerical
4. Skilled Labor
5. Unskilled Labor
6. Other: _____

11a. How much school has the head of the household completed? *Write number of years* 11a ☐

12. What was the last grade you attended in school? *Write number of years* 12 ☐

13. What are the ages of the children in your family? *Write age of one child in each box* 13 ☐☐☐☐☐☐

14. How many working TV sets are in your home? *Write number of sets* 14 ☐

15. Do you subscribe to a cable television service? 15 ☐

1. Yes 2. No

16. Which do you receive most clearly, UHF (Channels 28, 52, 50) or VHF (Channels 2 through 13)? 16 ☐

10. Where would you say you get most of your news these days about Orange County? From newspaper, radio, television, talking to people. 10 ☐

Which?

1. Newspaper _____
2. Radio _____
3. Television _____
4. Conversation _____

11. Now, a couple of questions about your family. What is the occupation of the head of the household? 11 ☐

1. Professional
2. Proprietorial/Managerial
3. Sales/Clerical
4. Skilled Labor
5. Unskilled Labor
6. Other: _____

11a. How much school has the head of the household completed? 11a ☐
Write number of years

12. What was the last grade you attended in school? 12 ☐
Write number of years

13. What are the ages of the children in your family? 13 ☐☐☐☐☐☐
Write age of one child in each box

14. How many working TV sets are in your home? 14 ☐
Write number of sets

15. Do you subscribe to a cable television service? 15 ☐

1. Yes 2. No

16. Which do you receive most clearly, UHF (Channels 28, 52, 50) or VHF (Channels 2 through 13)? 16 ☐

1. UHF (28, 52, 50) 2. VHF (2 through 13) 3. No difference

17. Finally, we're setting up some discussion groups to talk about KOCE, Channel 50's programming. Would you be interested in participating? Those who are selected will be paid $10.00 for their time. 17 ☐

1. Yes: *Get address information*

Name: _____
Street: _____
City: _____
Zip: _____ Telephone: _____

Explain that they will be contacted if they are selected.

2. No

APPENDIX C

Programs Watched on KOCE

Program Title	KOCE/KCET (KOCE non-regular)	KOCE/KCET (KOCE regular)	KOCE ONLY (Regular)	KOCE ONLY (KOCE non-regular)	Total
I. Children's programs					
Children's programs	-	1	-	-	1
Cartoons	2	-	-	-	2
Electric Company	4	5	-	-	9
Little Rascals	4	1	-	-	5
Mister Rogers	3	5	-	-	8
Sesame Street	24	16	1	7	48
Three Stooges	1	-	-	-	1
Zoom	3	2	-	-	5
Total	41	30	1	7	79
II. Drama presentations					
Classics	-	1	-	-	1
Drama	1	1	-	-	2
Masterpiece Theatre	5	2	-	2	9
Movies	1	1	-	1	3
Henry VIII	3	-	-	-	3
Plays	4	-	-	-	4
Theater	1	-	-	-	1
Film Odessey	-	-	-	1	1
Western movies	1	-	-	-	1
Total	16	5	-	4	25
III. Educational/how to programs					
Antiques	1	-	-	-	1
Anthropology	-	1	-	-	1
Architecture	1	-	-	-	1
Art	3	6	-	-	9
Art Techniques	1	-	-	-	1
Astronomy	1	-	-	1	2
Business	2	-	-	-	2
Business Law	1	-	-	-	1
Ceramics	-	-	-	1	1
Consumer Contest	8	-	-	1	9
Consumer programs	-	4	-	-	4
Cooking	1	-	-	-	1
Economics	1	1	-	1	3
Educational programs	-	2	-	-	2
Electronics	1	-	-	-	1
English	1	-	-	-	1
French Chef	-	2	-	-	2
History	1	4	-	-	5
History of Art	1	-	-	-	1

	KOCE/KCET (KOCE non-regular)	KOCE/KCET (KOCE regular	KOCE ONLY (regular)	KOCE ONLY (KOCE non-regular)	Total
Educational/how to programs (continued)					
Horticulture	1	-	-	-	1
Human Behavior	-	1	-	-	1
Hyperactivity	1	-	-	-	1
Julia Childs	2	-	-	-	2
Kiln & Clay Show	-	1	-	-	1
Languages	2	-	-	-	2
Law course	-	2	1	1	4
Math	1	-	-	-	1
Psychology	9	7	-	4	20
Real Estate	-	1	-	-	1
Sailing	1	-	-	-	1
Science	2	1	-	-	3
Total	43	33	1	9	86
IV. Miscellaneous					
Corona del Mar Fury	-	1	-	-	1
Specials	1	2	-	-	3
Most programs	-	-	1	-	1
Van Gogh show	-	-	-	1	1
Religion	-	1	-	2	3
Methodist Church	1	-	-	-	1
Dr. Martin	1	-	-	-	1
Bill Alexander	1	-	-	-	1
Total	4	4	1	3	12
V. Musical programs					
Ballet, Ballerinas	3	4	-	-	7
Boston Pops	2	4	-	-	6
Concerts	1	1	-	-	2
Country Music	1	-	-	-	1
Heifetz	-	1	-	-	1
Jazz program	-	-	-	1	1
Musical plays, programs and shows	15	4	-	2	21
Opera	1	-	-	1	2
Symphony	1	-	-	-	1
Swan Lake	-	1	-	-	1
Wiseman Concert	-	1	-	-	1
World Symphony Orchestra	-	1	-	-	1
Youth Chorus	-	2	-	-	2
Total	24	19	-	4	47

	KOCE/KCET (KOCE non-regular)	KOCE/KCET (KOCE regular)	KOCE ONLY (regular)	KOCE ONLY (KOCE non-regular)	Total
VI. Public Relations/ Documentaries (including Orange County)					
Advocates	-	1	-	-	1
Alcoholism	1	-	-	-	1
American Family	-	1	-	-	1
Civic Affairs	-	-	-	1	1
Chinese program	-	-	-	1	1
County Adoption	1	-	-	1	2
Documentaries	2	1	-	-	3
Drug Abuse	1	2	1	-	4
Forum	1	-	-	-	1
H.R.D.	-	-	1	-	1
Inside Orange County	-	1	-	-	1
Interviews	1	-	1	-	2
Jim Cooper show	2	-	-	-	2
Japanese program	1	-	-	-	1
Meet the press	1	-	-	-	1
Mental Health	-	1	-	-	1
News Commentary	-	-	-	1	1
Orange Centennial	-	1	-	-	1
Orange County Focus	16	5	-	2	23
Orange County Review	-	1	-	-	1
Panel discuesions	8	-	-	3	11
Power Crisis	-	1	-	-	1
Newport Back Bay	1	-	-	-	1
So. American program	1	-	-	-	1
Spanish, Mexican programs	1	1	-	-	2
Watergate	7	-	-	2	9
Washington Weekend Review	-	1	-	-	1
William F. Buckley	2	1	-	-	3
World Press	-	1	-	-	1
Total	47	19	3	11	80
VII. Nature/Travel programs					
Ecology	2	-	-	1	3
Egypt Excursion	1	-	-	-	1
Man of Nature	1	-	-	-	1
Nature programs	-	-	-	1	1
Travelogues	1	-	-	-	1
Total	5	-	-	2	7
VIII. Sports					
Football	1	-	-	-	1
Horse Racing	1	-	-	-	1
Tennis	3	1	-	-	4
Total	5	1	-	-	6

APPENDIX D

TELEVISION COURSE SUBJECTS

Agriculture & Biological Sciences

- Agriculture
- Anatomy
- Archeaology
- Biology
- Forestry
- Gardening
- Geology
- Nature & Wildlife
- Oceanography
- Plants
- Wild Animals
- Wild Life

Business Education

- Accounting
- Advertising
- Bookkeeping
- Business
- Business Law
- Computer Programming
- Computer Science
- Court Reporting
- Finance
- Home Management
- Income Tax
- Library Science
- Management
- Marketing
- Merchandising
- Office Machines
- Office Work
- Reading
- Real Estate
- Sales
- Secretarial Science
- Shorthand
- Speed Reading
- Stocks and Bonds
- Travel
- Typing

Consumer and Health Services

- Cake decorating
- Consumer Contest
- Consumer information
- Consumer reports
- Cooking
- Decorating
- Dental Assisting
- Health
- Home Economics
- Medical
- Medical Terms
- Nursery School Education
- Nursing
- Nutrition
- Para Medical
- Sewing
- Sign Language
- Speech Therapy
- Tailoring
- Travel Information

Fine & Applied Arts

- Art
- Arts and Crafts
- Drama
- Film Making
- Film Techniques
- Flower Arranging
- Guitar
- History of Art
- Hobbies
- Interior Decorating
- Liberal Arts
- Macrame
- Music
- Music Theory
- Opera
- Personal Growth
- Photography
- Piano
- Plays
- Sculpture
- Singing
- Theatre Arts
- Upholstery
- Woodworking

Health Sciences & Physical Education

Dance
Diving
First Aid
Modern Jazz Dance
Physical Education
Pistol and Gun Handling
Recreation
Sports
Yoga

Literature and Languages

Arabic
English
English Grammar
Foreign Language
French
German
Journalism
Language
Literature
Media Communication
Reading
Shakespeare
Spanish
Speech
Writing

Physical Science & Mathematics

Astronomy
Botony
Environmental Geography
Environmental Science
Geology
Graphics
Math
Metric System
New Math
Physical Science
Physics
Science

Social Science

Ancient History
Anthropology
Astrology
Bible Study
California State Penal Code
Child Psychology
Civics
Civil Penal Codes
College Credit Courses
Communication Gap
Criminology
Current Legislation
Drivers Education
Economics
Education
Education for Kids
Education for older people
Educational Methods for Retarded Children
Family Life
Geography
Government
High School Diploma
History
History of Old Movies
Orange County Focus
Orange County Prisons
Parent Education
Parliamentary Procedures
Philosophy
Police Science
Political Science
Pre School
Psychology
Psychology - Higher level
Public Affairs
Public Relations
Religion
Safety Environment
Self-Hypnosis
Sex Education
Social Problems
Social Sciences
Sociology
Teach Children
Teachers Aide
Teaching Methods to instruct the deaf
Women in America
Women's liberation

Technology

Architecture
Auto Repair
Auto Shop
Aviation
Electronics
Engineering
Handi-Man
Industrial Technology
Lab Technician
Locksmith Trade
Mechanics
Radio
Radiologist
Shop
TV Repair
Technology
Welding

General Education

General Education

UNIVERSITY OF CALIF.
LOS ANGELES

MAY 21 1974

CLEARINGHOUSE FOR
JUNIOR COLLEGE
INFORMATION